

Message Text

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ACTION ARA-20

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AMCONSUL MEDELLIN

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E.O. 11652: N/A

TAGS: BEXP, CO

SUBJ: COLOMBIAN PILOT COUNTRY COMMERCIAL PROGRAM (CC) -

REVISED BUDGET REQUEST FOR REMAINDER FY-1974

REF: BOGOTA 5200, BOGOTA 8291, BOGOTA 7740, MEDELLIN A-28, BOGOTA
0335 WHITE-GROVER LETTER JANUARY 7, 1974.

1. SUMMARY: PILOT COUNTRY COMMERCIAL PROGRAM (CCP) TASK FORCE
REQUESTS ADDITIONAL RESOURCES TOTALING US\$6,078.15 TO FUND REVISED
CCP BUDGET FOR REMAINDER OF FY-1974 (MARCH THRU JUNE, 1974).
COMPONENT COST BREAKDOWN AS FOLLOWS: (A) US\$1,433.33 TO ADD
THIRD PROGRAMMED MARKET ANALYST TO BOGOTA MAU THEREBY FULLY
STAFFING MAU. THIS WOULD OVERCOME LAST MAJOR OBSTACLE HIN-
DERING SUCCESSFUL COMPLETION OF FY-1974 ACTION AND RECOMMENDA-
TIONS OUTLINED IN CHAPTER V OF CCP.
(B) US\$986.82 TO EQUIP FULLY STAFFED MAU WITH ADEQUATE TELEPHONE
SYSTEM (C) US\$533.33 TO PROVIDE HEAD COMMERCIAL FSL AND THREE
FSL MARKET ANALYSTS WITH ESSENTIAL TRAVEL FUNDS (D) US\$160.00
TO PROVIDE HEAD COMMERCIAL FSL AND THREE FSL MARKET ANALYSTS
WITH LIMITED REPRESENTATIONAL FUNDS (E) US\$1,433.33 TO FUND
INCORPORATION OF MEDELLIN CONSTITUENT POST COMMERCIAL
PROGRAM INTO PILOT CCP AND (F) US\$200.00 TO FUND WIDER DISTRIBUTION
AND INCREASINGLY SOPHISTICATED FORMAT FOR EMBASSY'S COMMERCIAL
NEWSLETTER.

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2. ACTION REQUESTED: IN ORDER TO PLAN FOR OPTIMUM CONCLUSION OF PILOT COUNTRY COMMERCIAL PROGRAM. EMBASSY REQUESTS POINT BY POINT REPLY TO ABOVE SOONEST.

3. DURING MOST RECENT MEETING OF COUNTRY COMMERCIAL PROGRAM (CCP) TASK FORCE, COMERCIAL ATTACHE POINTED OUT THAT THE MAJOR REMAINING OBSTACLE IMPEDING THE SUCCESSFUL COMPLETION OF THE FY-1974 ACTIONS AND RECOMMENDATIONS OUTLINED IN CHAPTER V OF THE CCP IS THE FULL STRENGTH STAFFING AND EQUIPPING OF THE BOGOTA MARKET ANALYSTS UNIT (MAU), AS ORIGINALLY RECOMMENDED IN BOGOTA 5200.

4. BOGOTA MAU CONCEIVED AS A PILOT TRADE PROMOTION INNOVATION WITHIN THE CONTEXT OF LATIN AMERICA AND NOT JUST COLOMBIA. THUS A PRINCIPAL JUSTIFICATION FOR AN OPTIMUMLY FUNDED MAU IS THE CLEAR POSSIBILITY OF VALIDATING A MODEL WITH TRANSFER VALUE ELSEWHERE, SUBJECT TO LOCAL MODIFICATIONS.

5. BOGOTA MAU CURRENTLY STAFFED WITH ONE FSO-6 AND ONE FSL SECRETARY. AS A RESULT OF RECENT LOCAL BUDGET REVIEW EMBASSY NOW ABLE TO HIRE TWO OF THE THREE FSL MARKET ANALYSTS ORIGINALLY RECOMMENDED.

6. BRINGING MAU UP TO FULL RECOMMENDED STRENGTH NECESSITATES THE ADDITION OF A THIRD MARKET ANALYST (WHOSE EMPLOYMENT CONTINUES INDEFINITELY POSTPONED DUE TO A CUT IN THE EMBASSY'S BUDGET REQUEST FOR FY-1974).

7. COST ON ANNUAL BASIS FOR PAYROLL AND FRINGE BENEFITS FOR THIS THIRD MARKET ANALYST, WHOSE POSITION WOULD BE THAT OF HEAD ANALYST, TOTALS US\$8,294.00 AT CURRENT EXCHANGE RATE 25.12 PESOS/DOLLAR.

8. IN ADDITION TO PAYROLL AND FRINGE FUNDING FOR THIRD ANALYST, FULLY STAFFED MAU WOULD REQUIRE SUFFICIENT TRAVEL FUNDS TO ENABLE MARKET RESEARCH EFFORTS TO EXPAND BEYOND METROPOLITAN BOGOTA. ADDITIONAL TRAVEL FUNDS ARE THEREFORE REQUESTED TOTALING US\$1,600.00 ON AN ANNUAL BASIS FOR THEN TRIPS OUTSIDE BOGOTA.

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9. MINIMUM AMOUNT OF TELEPHONE EQUIPMENT NECESSARY TO SERVICE MAU DETAILED IN BOGOTA 7740 AT ONE-TIME TOTAL COST OF US\$986.82.

10. ACTING UPON DEPARTMENT'S ENTHUSIASTIC RESPONSE TO MEDELLIN CONSULATE'S INITIATIVE AND INAGINATIONESS IN SUBMITTING A PROPOSED COMMERCIAL PROGRAM FOR THAT POST MEDELLIN A-28) THE EMBASSY WOULD LIKE FORMALLY TO INCORPORATE PROPOSED

MEDELLIN COMMERCIAL PROGRAM INTO THE COLOMBIAN PILOT CCP (BOGOTA 0335). TO DO SO, ADDITIONAL BUDGETY RESOURCES TOTALING US\$3,300.00 ON AN ANNUAL BASIS ARE REQUESTED TO COVER THE COST OF A CONTRACT BILINGUAL SECRETARY (US\$2,400.00), ADDITIONAL OFFICESUPPLIES (US\$400.00), AND SOME MINOR STRUCTURAL CHANGES IN THE CONSULATE'S OFFICE SPACE TO ACCOMMODATE A COMMERCIAL DISPLAY ROOM (US\$500.00).

11. THE COMMERCIAL SECTION'S BIMONTHLY COMMERCIAL NEWSLETTER WAS ESTABLISHED WITHIN THE CONTEXT OF THE CCP AS AN EFFECTIVE MEANS OF IMPROVING COMMUNICATIONS BETWEEN THE COMMERCIAL SECTION AND THE LOCAL BUSINESS COMMUNITY. BASED UPON THE NEWSLETTER'S EXCELLENT RECEPTION WITHIN THE TARGETED LOCAL BUSINESS COMMUNITY, ADDITIONAL BUDGETARY RESOURCES TOTALING US\$600.00 ON AN ANNUAL BASIS ARE REQUESTED FOR UPGRADING THE NEWSLETTER'S FORMAT AND MEETING THE LOCAL BUSINESS COMMUNITY'S DEMAND FOR A WIDER DISTRIBUTION. WE WOULD LIKE TO INCLUDE BLACK AND WHITE PHOTOS AS BEFITS A NEWSLETTER READ BY A PROJECTED 1,500 PROMINENT LOCAL BUSINESSMEN AND GOVERNMENT OFFICIALS.

12. THE FAILURE TO INCLUDE A REPRESENTATIONAL FUND, AT LEAST ON AN UNFORTUNATE OVERSIGHT IN CONCEPTUALIZING THE PILOT CCP. THIS OMISSION IS OBVIOUSLY DETRIMENTAL IN THE CASE OF THE THREE MARKET ANALYSTS WHOSE PRIMARY FUNCTION WILL BE CONTINUALLY TO ESTABLISH NEW COMMERCIAL AND OFFICIAL CONTACTS WHILE MAINTAINING OLD ONES. TO THIS END ADDITIONAL BUDGETARY RESOURCES TOTALING US\$480.00 ON AN ANNUAL BASIS ARE REQUESTED TO FINANCE A REPRESENTATION FUND FOR FOUR PROFESSIONAL FSL'S IN THE COMMERCIAL SECTION.

WHITE

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